

IN THE CLAIMS:

All pending claims and their present status are produced below.

108. (Currently Amended) A method in a client system for ordering an item, the method comprising:

receiving from a server system a client identifier of the client system;

persistently storing the client identifier at the client system;

when an item is to be ordered,

displaying information identifying the item and displaying an indication of a single action that is to be performed to order the identified item; and

in response to the single action being performed, sending to the server system

a request to order the identified item along with the client identifier,
the client identifier identifying account information previously supplied
by a user of the client system ~~wherein such that~~ the user does
not need to log in to the server system when ordering the item; and

when account information is to be changed,

coordinating the log in of the user to the server system;

receiving updated account information; and

sending the updated account information to the server system

~~whereby the user does not need to log in to the server system when ordering the item,
but needs to log in to the server system when changing previously supplied
account information.~~

109. (Previously Presented) The method of claim 108 wherein the account information includes billing information.

110. (Previously Presented) The method of claim 108 wherein the account information includes shipping information.

111. (Previously Presented) The method of claim 108 wherein the client system and server system communicate via the Internet.

112. (Previously Presented) The method of claim 108 including receiving from the server system a confirmation that the order was generated.

113. (Previously Presented) The method of claim 108 wherein the single action is clicking a mouse button when a cursor is positioned over a predefined area of the displayed information.

114. (Previously Presented) The method of claim 108 wherein the displaying includes displaying partial information supplied by the server system as to an identity of the user of the client system.

115. (Previously Presented) The method of claim 108 wherein the displaying includes displaying partial shipping information supplied by the server system.

116. (Previously Presented) The method of claim 108 wherein the displaying includes displaying partial payment information supplied by the server system.

117. (Previously Presented) The method of claim 108 wherein the item may alternatively be ordered using a shopping cart model.

118-123. (Canceled)

124. (Previously Presented) The method of claim 108 including displaying an indication that the order for the item that is requested in response to performing the single action can be canceled within a time period.

125. (Previously Presented) The method of claim 124 wherein the time period is 90 minutes.

126-150. (Canceled)

151. (Currently Amended) A client system for ordering an item, comprising:
a component that receives from a server system a client identifier of the client system
and that stores the client identifier persistently;
a component that orders an item by displaying information identifying the item along
with an indication of a single action that is to be performed to order the
identified item and by sending to the server system a request to order the
identified item along with the client identifier, the client identifier identifying
account information previously supplied by a user wherein such that the user
does not need to log in to the server system when ordering the item; and
a component that updates account information by coordinating the log in of the user
to the server system, receiving updated account information from the user, and
sending the updated account information to the server system.

152. (Previously Presented) The computer system of claim 151 wherein the
account information includes billing information.

153. (Previously Presented) The computer system of claim 151 wherein the
account information includes shipping information.

154. (Previously Presented) The computer system of claim 151 wherein the single
action is clicking a mouse button when a cursor is positioned over a predefined area of the
displayed information.

155. (Previously Presented) The computer system of claim 151 including a
component that alternatively orders the item using a shopping cart model.

156. (Canceled)

157. (Previously Presented) The computer system of claim 151 including displaying an indication that the order for the item that is requested in response to performing the single action can be canceled within a time period.

158-175. (Canceled)

176. (Currently Amended) A method in a computer for ordering an item, the method comprising:

providing to a client system a client identifier for the client system, the client identifier being associated with account information of a user and for persistent storage at the client system;

when an item is to be ordered,

providing to the client system a display page identifying an item, the display page including an indication of a single action that is to be performed to order the identified item;

receiving from the client system an indication that the user performed the single action along with the client identifier; and

generating an order for the identified item using the account information associated with the received client identifier ~~wherein such that~~ the user does not need to log in to the computer system to order the item; and

when account information is to be changed,

coordinating the log in of the user to the computer system;

receiving from the client system updated account information; and

updating the account information associated with the client identifier of the logged in user based on the received updated account information.

177. (Previously Presented) The method of claim 176 wherein the account information includes billing information.

178. (Previously Presented) The method of claim 176 wherein the account information includes shipping information.

179. (Previously Presented) The method of claim 176 wherein the client system and server system communicate via the Internet.

180. (Previously Presented) The method of claim 176 wherein the single action is clicking a mouse button when a cursor is positioned over a predefined area of the displayed information.

181. (Previously Presented) The method of claim 176 wherein the display page includes partial shipping information supplied.

182. (Previously Presented) The method of claim 176 wherein the display page includes partial payment information supplied.

183. (Previously Presented) The method of claim 176 wherein the item may alternatively be ordered using a shopping cart model.